

Rep Order#	6858914	Ver#	1	Status	New	Traffic Order#	09/27/2012 12:12 PM	Printed:	09/27/2012 12:12 PM	1 of 9
EC'd	No							Last Received:	09/27/2012 11:32 AM	
Showing Buylines: All Lines										

Station WAVY-TV NORFOLK, VA.
Advertiser () .REPUB. NAT'L COMMIT
Product REPUB. NAT'L COMM.
Estimate# 3276
Buyer NMRPP MediaAssistant
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Agency C/P1/P2/E 20/446/3276
Flight Dates 09/28/2012 - 10/05/2012
Hiatus Weeks

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

$$S^* = S$$

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 82,800
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/01-10/01	2	1	2	\$1,400.00	
Rating: 4.2												
	2	TU	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/02-10/02	2	1	2	\$1,400.00	
Rating: 4.2												
	3	W	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/03-10/03	2	1	2	\$1,400.00	
Rating: 4.2												
	4	TH	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/04-10/04	2	1	2	\$1,400.00	
Rating: 4.2												
	5	F	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/05-10/05	2	1	2	\$1,400.00	
Rating: 4.2												
	6	M	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/01-10/01	1	1	1	\$2,000.00	
Rating: 6.6												
	7	TU	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/02-10/02	1	1	1	\$2,000.00	
Rating: 6.6												
	8	W	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/03-10/03	1	1	1	\$2,000.00	
Rating: 6.6												

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& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/446/3276
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	74	M	1235A-135A	J FALLON-NBC	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
Rating: 1.3												
	75	TU	1235A-135A	J FALLON-NBC	:30	\$150.00	10/02-10/02	1	1	1	\$150.00	
Rating: 1.3												
	76	W	1235A-135A	J FALLON-NBC	:30	\$150.00	10/03-10/03	1	1	1	\$150.00	
Rating: 1.3												
	77	TH	1235A-135A	J FALLON-NBC	:30	\$150.00	10/04-10/04	1	1	1	\$150.00	
Rating: 1.3												
	78	F	1235A-135A	J FALLON-NBC	:30	\$150.00	10/05-10/05	1	1	1	\$150.00	
Rating: 1.3												
	79	SA	1130P-1A	SAT NITE LIVE	:30	\$800.00	09/29-09/29	2	1	2	\$1,600.00	
Rating: 4.8												

---REPORT TOTALS---
Report Totals: 100 / \$82,800.00

---SALES MONTHLY TOTALS---

Sep 12: 28 / \$23,450.00 Oct 12: 72 / \$59,350.00
Sales Totals: 100 / \$82,800.00
Station Totals: 100 / \$82,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$197,143 CATV 0% WAVY 42% WGNT 4% WPXV 0% WTKR 8%

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WTVZ 5% WVBT 20% WVEC 21%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE